

## Message Text

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TAGS: BEXP, SZ

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM

REF: 75 STATE 298139

1. THREE FOREIGN BUYER GROUP TRIPS FROM SWITZERLAND PLANNED FOR REMAINDER OF FY 76. IN MAY, TRIPS TO INTERNATIONAL SECURITY SHOW IN CHICAGO AND SEMICON WEST IN SAN MATEO, CALIFORNIA; IN SEPTEMBER, TO INTERNATIONAL MACHINE TOOL SHOW IN CHICAGO. ALL THREE TRIPS WILL ALSO INVOLVE VISITS TO SELECTED INDUSTRIAL SITES AND TOURISTIC STOPS.

2. LOSS OF BAHNHOFSTRASSE PROJECT WILL NOT AFFECT CONSUMER GOODS TO GOAL, AS QUOTA HAS ALREADY BEEN EXCEEDED. APART FROM INTERFEREX CATALOG SHOW, NO ADDITIONAL MAJOR INITIATIVES REQUIRED; CALLS ON IMPORTANT CONSUMER GOODS FIRMS WILL CONTINUE UNABATED.

3. VISIT USA CAMPAIGN PROGRESSING SATISFACTORILY. HAVE RECEIVED EXCELLENT SUPPORT FROM USTS/FRANKFURT; STILL AWAITING RECEIPT FRENCH-LANGUAGE MATERIALS FROM USTS/PARIS. MANY LOCAL TRAVEL AGENCIES AND ORGANIZATIONS INTERESTED IN PROMOTING BICENTENNIAL, BUT THEY AND WE HAVING DIFFICULTY IDENTIFYING MAJOR EVENTS WHICH WOULD BE OF MOST INTEREST TO VISITORS FROM OVERSEAS DURING THE BICENTENNIAL YEAR. WOULD APPRECIATE CONTINUOUS MONITORING OF THIS NEED BY USTS/

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WASHINGTON.

4. STILL AWAITING THEMATIC ARTICLES ON ELECTRONIC COMPONENTS, PROCESS CONTROL, AND ANY OTHER FIELDS FOR WHICH THEY CAN BE FURNISHED. WOULD ALSO BE GRATEFUL FOR MATERIALS ON NEW SOURCES OF ENERGY, ESPECIALLY SOLAR (REF BERN 0028), TO BE IN BERN BY FEBRUARY 1 FOR USE IN MARCH NEWSLETTER.

5. IN RECENT MONTHS, WE HAVE LAUNCHED QUARTERLY NEW PRODUCTS BULLETINS IN THREE PRODUCT AREAS. HEALTH CARE BULLETIN, LAUNCHED MARCH, 1975, NOW BEING SENT TO 120 ADDRESSEES; ELECTRONICS, EDP AND COMMUNICATIONS, INITIATED IN JULY, GOES TO 80 SWISS FIRMS; ENVIRONMENTAL CONTROL AND INSTRUMENTATION, BEGUN IN OCTOBER, REQUESTED BY ONLY NINE COMPANIES. INTEND BROADEN THEME OF LATTER TO INCLUDE ANALYTICAL INSTRUMENTATION WHICH SHOULD INCREASE ITS CIRCULATION.

6. OUR LICENSING BULLETIN, NOW RECEIVED BY APPROXIMATELY 200 SWISS FIRMS, IS PUBLISHED QUARTERLY. OUR MEMO FROM THE COMMERCIAL ATTACHE, REPORTING TRADE AND OTHER LEADS TO THE LOCAL US BUSINESS COMMUNITY, IS SENT TO 85 AMERICAN FIRMS IN SWITZERLAND MONTHLY. EACH OF THE PUBLICATIONS IDENTIFIED IN PARAGRAPHS 5 AND 6, AND OUR COMMERCIAL NEWSLETTER (CIRCULATION 2500), ARE DISTRIBUTED ONLY TO FIRMS SPECIFICALLY REQUESTING THEM.

7. WE WOULD BE PARTICULARLY GRATEFUL FOR ADDITIONAL WASHINGTON SUPPORT FOR OUR NEW PRODUCTS PUBLICATIONS. WE CAN NEVER HAVE ENOUGH RAW DATA, SUCH AS THAT FURNISHED IN USDOC'S COMMERCIAL NEWS FOR THE FOREIGN SERVICE. FOR EXAMPLE, COULD USDOC SUPPLY INFORMATION ON THOSE NEW PRODUCTS ANNOUNCED IN THE US TRADE PRESS WHICH ARE AVAILABLE FOR LICENSING OR SALE OVERSEAS?

8. WE DO NOT ANTICIPATE A CAMPAIGN ON AVIONICS IN 77, AND BELIEVE THAT A TECHNICAL SALES SEMINAR HERE WOULD NOT ATTRACT A SUFFICIENT AUDIENCE TO BE WORTHWHILE. INTEND SUBMIT IN NEAR FUTURE REPORT ON AVIATION AND AVIONICS DEVELOPMENTS AND PROSPECTS.  
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